

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**  
**USA**

<u>Contract / Revision</u> 204363 /		<u>Alt Order #</u>
<u>Product</u> 9/24/12 to 9/30/12		
<u>Contract Dates</u> 09/24/12 - 09/30/12		<u>Estimate #</u> 11828
<u>Advertiser</u> POL/Gregg For Indiana (D)		<u>Original Date / Revision</u> 09/10/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	09/24/12	09/27/12	Daybreak @ 5am	5-530a		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	M--T---				2	\$115.00	0.00			
N 2	WISH	09/24/12	09/28/12	Daybreak @530am	530-6a		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$125.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	10	WISH	09/24/12-09/30/12	Daybreak @530am	530-6a	MTuWThF----	:30		\$125.00	0.00	NM		
		Credited											
N 3	WISH	09/24/12	09/28/12	Daybreak @ 6	558-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$350.00	0.00			
N 4	WISH	09/24/12	09/28/12	CBS This Morning @7a	7-8a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$350.00	0.00			
N 5	WISH	09/24/12	09/28/12	CBS This Morning @8	8-9a		:30				NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$25.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	9	WISH	09/24/12-09/30/12	CBS This Morning @8	8-9a	MTuWThF----	:30		\$25.00	0.00	NM		
		Credited											
N 6	WISH	09/30/12	09/30/12	Daybreak Sunday	558-9a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$75.00	0.00			
D 7	WISH	09/18/12	09/18/12	Indy Style	858-10a		:30				NM	0	\$0.00
N 8	WISH	09/27/12	09/27/12	Noon News	1158a-1230p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---				1	\$250.00	0.00			
N 9	WISH	09/24/12	09/24/12	Price Is Right	1058-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----				1	\$450.00	0.00			
N 10	WISH	09/25/12	09/28/12	Rachael Ray	258-4p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T--F--				2	\$75.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 204363 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Product</u> 9/24/12 to 9/30/12	<u>Estimate #</u> 11828
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 09/10/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	WISH	09/24/12-09/30/12	Rachael Ray	258-4p	-Tu---F----	:30		<del>\$75.00</del>	0.00	NM		
Credited													
N 11	WISH	09/24/12	09/26/12	Anderson Cooper	357-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-W----				2	\$75.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	WISH	09/24/12-09/30/12	Anderson Cooper	357-5p	M--W-----	:30		<del>\$75.00</del>	0.00	NM		
Credited													
N 12	WISH	09/24/12	09/28/12	News 8 @5p	5-530p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$400.00	0.00			
N 13	WISH	09/24/12	09/28/12	News 8 @ 530p	530-6p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$400.00	0.00			
N 14	WISH	09/24/12	09/28/12	News 8 @6	558-630p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$400.00	0.00			
N 15	WISH	09/24/12	09/28/12	CBS Evening News	630-7p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$700.00	0.00			
N 16	WISH	09/25/12	09/25/12	Inside Edition	658-730p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$350.00	0.00			
N 17	WISH	09/28/12	09/28/12	Entertainment Tonight	728-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$600.00	0.00			
N 18	WISH	09/26/12	09/26/12	Wednesday 9-10p	858-10p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,500.00	0.00			
N 19	WISH	09/24/12	09/28/12	News 8 @ 11 M-F	11-1135p		:30				NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				9	\$650.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	8	WISH	09/24/12-09/30/12	News 8 @ 11 M-F	11-1135p	MTuWThF----	:30		<del>\$650.00</del>	0.00	NM		
Credited													
D 20	WISH	09/17/12	09/21/12	News 8 @ 11 M-F	11-1135p		:30				NM	0	\$0.00
N 21	WISH	09/29/12	09/29/12	News 8 @11 Saturday	11-1135p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$300.00	0.00			
N 22	WISH	09/30/12	09/30/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$400.00	0.00			
N 23	WISH	09/25/12	09/27/12	David Letterman	1135p-1237a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-T---				2	\$350.00	0.00			
N 24	WISH	09/29/12	09/29/12	Daybreak Saturday	558-9a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$100.00	0.00			
Totals										0.00		61	\$24,905.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
204363 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/24/12 - 09/30/12	9/24/12 to 9/30/12	11828

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gregg For Indiana (I	09/10/12 / 10/08/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	61	\$24,905.00	\$21,169.25
<b>Totals</b>	<b>61</b>	<b>\$24,905.00</b>	<b>\$21,169.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions. printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

11828

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

**WISH-TV**

204363

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
WISH 5a News	EM	M-F		\$115.00	1			1				2
5:00 AM 5:30 AM		30		\$230.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 5:30a News	EM	M-F		\$125.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30		\$625.00								
WISH 6a News	EM	M-F		\$350.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30		\$1,750.00								
Sold out at LUR per WISH. Move to S4 to clear.												
CBS This Morning	EM	M-F		\$350.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30		\$1,750.00								
Sold out at LUR per WISH. Move to S3 to clear.												
CBS This Morning	EM	M-F		\$25.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30		\$125.00								
Saturday 6a News	EM	Sa		\$100.00						1		1
6:00 AM 7:00 AM		30		\$100.00								
b-9am												
Sunday 7a News	EM	Su		\$75.00							1	1
7:00 AM 8:00 AM		30		\$75.00								
b-9am												
Price is Right	DT	M-F		\$450.00	1							1
11:00 AM 12:00 PM		30		\$450.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH Noon News	DT	M-F		\$250.00				1				1
12:00 PM 12:30 PM		30		\$250.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Rachael Ray	EF	M-F		\$75.00		1			1			2
3:00 PM 4:00 PM		30		\$150.00								
Anderson Cooper	EF	M-F		\$75.00	1		1					2
4:00 PM 5:00 PM		30		\$150.00								
WISH 5p News	EN	M-F		\$400.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/7/2012 11:16:59 AM

WISH-TV

Page 1 of 2

suzannel@mediastrategies.com



# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

Estimate ID

11828

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

## WISH-TV

Program Name	DP	Days	Length	Gross Rate	Mon Sep 24	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
WISH 5:30p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
5:30 PM 6:00 PM			30	\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 6p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
6:00 PM 6:30 PM			30	\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												
CBS Evening News	EN	M-F	30	\$700.00	1	1	1	1	1			5
6:30 PM 7:00 PM			30	\$3,500.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Inside Edition	PA	M-F	30	\$350.00			1					1
7:00 PM 7:30 PM			30	\$350.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Ent Tonight	PA	M-F	30	\$600.00					1			1
7:30 PM 8:00 PM			30	\$600.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Criminal Minds	PT	W	30	\$2,500.00				1				1
9:00 PM 10:00 PM			30	\$2,500.00								
Sold out at LUR per WISH. Move to S3 to clear.												
WISH 11p News	LN	M-F	30	\$650.00	2	2	2	1	2			9
11:00 PM 11:34 PM			30	\$5,850.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Saturday 11p News	LN	Sa	30	\$300.00						1		1
11:00 PM 11:34 PM			30	\$300.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Sunday 11p News	LN	Su	30	\$400.00							1	1
11:00 PM 11:34 PM			30	\$400.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Letterman	LF	M-F	30	\$350.00			1		1			2
11:35 PM 12:37 AM			30	\$700.00								
Sold out at LUR per WISH. Move to S4 to clear.												
<b>Station Gross Totals</b>				<b>\$25,855.00</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>66</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 9/7/2012 11:16:59 AM

WISH-TV

Page 2 of 2

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WISH-TV      Indianapolis	<b>Date:</b> 9/7/2012
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I, Media Strategies and Research,being/on behalf of: John Gregg, a legallyqualified candidate of the Democratic politicalparty for the office of: Governorin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 24, 2012			Sunday, September 30, 2012		

**Total Charges: \$25,855.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, September 07, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title